

JOB CENTER EMPLOYER SATISFACTION SURVEY January - June 2004 Results

The results from this survey are also available online at the following address:

<http://www.dwd.state.wi.us/dws/staff/PI.htm>

Comments, suggestions and requests for additional information may be addressed to:

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The survey, "An Employer's Evaluation Of Wisconsin Job Centers," is sent to all employers who obtained assistance from a Wisconsin Job Center office to fill a vacant position. The survey measures employers' satisfaction with the services that they received from a particular Job Center. The information from the survey is collected and reported semi-annually, covering the January 1 - June 30th and July 1 - December 31st time periods.

Employers are asked questions about different aspects of their experience working with a particular Job Center office. These questions include their satisfaction with Job Center staff characteristics, the qualifications of job applicants and the quality of the services and labor market information provided to them. For each survey question, employers are asked to rate the Job Center on a 10 point scale, with 1 being "very dissatisfied", and 10 being "very satisfied".

SELECTED STATEWIDE FINDINGS (January - June 2004 and July – December 2003)

Categories of Experience with Highest Satisfaction Ratings

- Between January - July 2004, employers rated their satisfaction with the friendliness and courteousness of Job Center staff at 8.7, the same score as the preceding period (July – December 2003).
- Employers rated their satisfaction with the knowledge of Job Center staff at 8.5, the same score as the preceding period.

Categories of Experience with Lowest Satisfaction Ratings

- Employers rated their satisfaction with the qualification of job applicants at 6.7, the same score as the preceding period.
- Employers rated their satisfaction with information about labor market conditions at 7.1, down slightly from the 7.2 score of the preceding period.

Comments and Suggestions for Improvement

- While a majority of employers were satisfied with the services they received from staff, over 100 employers commented that they were disappointed with the qualifications, job readiness or characteristics of job seekers that were referred to them. Many suggested better pre-screening of applicants before referral.

- Employers indicated that:
 - Job orders were not always promptly removed after the positions had been filled,
 - There was inadequate follow-up from Job Center staff after referrals had been made,
 - Job Center staff needed to provide more personal one-on-one contact (e.g., phone calls and faxes),
 - They wanted to be promptly informed about staff changes that might affect their interaction with the Job Centers.

TABLE 1: Average Scores Reported by Employers by Workforce Development Area (WDA), January - June 2004

	Workforce Development Area											
Question Topic	1	2	3	4	5	6	7	8	9	10	11	State Average
1. Staff friendly and courteous	9.0	8.2	8.4	8.6	8.7	8.7	9.0	8.8	8.8	8.5	9.1	8.7
2. Staff knowledgeable	8.6	7.9	8.3	8.4	8.4	8.7	8.8	8.6	8.5	8.2	8.9	8.5
3. Services met needs	8.0	7.1	7.9	8.0	8.1	8.3	7.9	8.1	8.1	7.7	8.5	8.0
4. Timeliness of referrals	8.3	7.5	7.9	8.3	8.2	8.3	8.3	8.2	8.0	7.9	8.6	8.2
5. Staff follow-up	8.4	6.9	7.2	7.9	7.7	8.0	8.5	8.2	8.1	7.5	8.5	7.9
6. Qualification of applicants	6.5	5.7	6.6	6.7	6.7	6.9	7.1	6.9	6.9	6.5	7.0	6.7
7. Information on labor market conditions	7.6	6.5	6.8	7.0	7.0	7.3	7.5	7.2	7.3	6.8	7.5	7.1
8. Services met expectations	7.9	7.1	7.6	7.9	7.9	8.2	8.0	8.0	7.9	7.6	8.2	7.9
9. Services compared to "ideal" service	7.9	6.7	7.3	7.7	7.6	8.0	7.9	7.8	7.8	7.4	8.1	7.7
10. Overall satisfaction with services	8.2	7.0	7.6	8.0	8.1	8.3	8.2	8.1	8.1	7.7	8.4	8.0
11. Would recommend to other employers	8.0	7.2	7.7	7.9	8.1	8.2	8.3	8.0	8.0	7.8	8.3	8.0
Total Surveys	219	162	211	351	444	392	205	207	183	363	235	2,972

Source: An Employer's Evaluation of Wisconsin Job Centers, Department of Workforce Development, Bureau of Workforce Information

Notes: Figures in cells represent the average score on a 10-point scale. The format used for the first 10 questions is 1="very dissatisfied" and 10="very satisfied." The format for the last question is 1="strongly not recommend" and 10="strongly recommend." "Total surveys" is the number of employers who returned a survey. Not everyone completed all questions so that the number responding to each individual question may differ.

Workforce Development Areas (WDAs) are the 11 subdivisions within the state for the local planning and administration of employment and education programs. Established in 1995, WDAs are used by the state for delivery of WIA services, Job Center development and regional planning of employment and training services. In Wisconsin, Job Centers are aligned with WDAs, which follow county lines. They are defined as follows: 1. Southeast: Kenosha, Racine and Walworth Counties, 2. Milwaukee: Milwaukee County, 3. W-O-W: Waukesha, Ozaukee and Washington Counties, 4. Fox Valley: Calumet, Fond du Lac, Green Lake, Outagamie, Waupaca, Waushara and Winnebago Counties, 5. Bay Area: Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano and Sheboygan Counties, 6. North Central: Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood Counties, 7. Northwest: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn Counties, 8. West Central: Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix Counties, 9. Western: Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon Counties, 10. South Central: Columbia, Dane, Dodge, Jefferson, Marquette and Sauk Counties, 11. Southwest: Grant, Green, Iowa, Lafayette, Richland and Rock Counties

FEDERALLY REQUIRED CUSTOMER SATISFACTION QUESTIONS

Three of the survey questions were specifically designed to address federal Workforce Investment Act (WIA) requirements. These questions (questions 8, 9 and 10) asked employers:

- 1) how the services provided met their expectations,
- 2) how the services provided compared to an “ideal” service, and
- 3) their overall satisfaction with the services that were provided.

Selected Findings (January – June 2004 and July - December 2003)

- Statewide, all of the WIA-required questions received an average satisfaction rating of 7.0 or better. Only the Milwaukee WDA received a score below 7.0 and that was only for the question that asked employers the services they received compared to an “ideal” service.
- During the January - June 2004 time period, 2,972 employers responded to the survey, compared with 2,719 employers who responded during the July - December 2003 time period.
- Employers rated the various services at the Job Centers consistently high during the two survey periods.

Table 2: Average Scores for the WIA Customer Satisfaction Questions by Workforce Development Area, January – June 2004 and July – December 2003

WDA	January – June 2004			July - December 2003		
	Met Expectation	Compared to “Ideal” Service	Overall Satisfaction	Met Expectation	Compared to “Ideal” Service	Overall Satisfaction
1. Southeast	7.9	7.9	8.2	7.8	7.6	8.0
2. Milwaukee	7.1	6.7	7.0	7.2	7.0	7.5
3. W-O-W	7.6	7.3	7.6	7.6	7.3	7.6
4. Fox Valley	7.9	7.7	8.0	8.0	7.7	8.1
5. Bay Area	7.9	7.6	8.1	7.9	7.7	8.0
6. North Central	8.2	8.0	8.3	8.1	7.7	8.2
7. Northwest	8.0	7.9	8.2	8.0	7.9	8.3
8. West Central	8.0	7.8	8.1	8.1	7.9	8.3
9. Western	7.9	7.8	8.1	8.1	8.0	8.3
10. South Central	7.6	7.4	7.7	7.8	7.6	7.9
11. Southwest	8.2	8.1	8.4	8.3	8.2	8.5
Statewide Average Score	7.9	7.7	8.0	7.9	7.7	8.1

Source: An Employer's Evaluation of Wisconsin Job Centers, Department of Workforce Development, Bureau of Workforce Information